Ivory Ya-Hsuan Tai

Data Science & Machine Learning

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Data Analyst @ Dior | Looking for a CDI/CDD contract of data scientist position starting January 2021

Academic background

Msc in Data Science & Digital Marketing — Paris, France | Aug. 2019 - Dec. 2020
emlyon business school
Specialization: Data Science • Python (Pandas, Numpy, Sklearn, seaborn...) • Machine Learning • SQL, PostgreSQL • Text mining • Data Visualization (Tableau, PowerBI, R shiny) • R • AI and disruptive technologies
#UC Berkley School of Information : obtained the certificate of online course Artificial Intelligence Strategy for 2 months.
#Learning trip to Silicon Valley: witnessed the silicon valley entrepreneur ecosystem and its amazing capability of technology innovation.

Undergraduate Exchange Programme — Paris, France | Aug. 2018 - June 2019
Sciences Po Paris
Specialization: Economics & Finance • Cryptocurrencies & Blockchain • Microeconomics • International Negotiation

Bachelor of Sciences in International Business — Taipei, Taiwan | Aug. 2015 - June 2019
National Taiwan University
Specialization: Strategy • International Strategy • Financial Management • Platform Strategy • Game Theory • Statistics

Professional experience

Data Analyst — Paris, France | July - Dec. 2020
Parfums Christian Dior

In Data & Analytics team of Digital Department at Dior, my missions are consist of 4 pillars:
- Reporting: clean data from different sources and build automated reports and dashboards for different business needs based on sales data, customer data, conversion funnel data, and product data.
- Tracking: work with LVMH Tracking Lab to ensure web tracking of dior.com to acquire data and enhance data quality.
- Ad-hoc Analysis: performed analysis and build dashboards to solve specific buisness problems on various subjects.
- Data Activation Projects: work with CRM team to implement data activation framework to achieve personalized dior.com.

Digital Marketing Intern — Taipei, Taiwan | Jan. - June 2017
Codementor
- In charge of SEO & SEA marketing, creating trending posts contents and conducting online communities. Gained 1,4k organic clicks and average click-through rate of 11%.
- Created a dashboard to evaluate and analyse the performance of the website and social media.

Individual Projects

See more on my website: https://ivorydaae.github.io/yahsuan-tai/

Machine Learning - prediction and optimization of offer & revenues in banking - Python
- Applied ML regression models to predict revenue and classification models to determine sales offer to clients. link: https://ivorydaae.github.io/ML_Banking/#index

Unilever Sentiment Analysis Dashboard: Industry Analysis - Tableau & SQL & Alteryx
- The dashboard aims to give insights and specify the industries that raises reputational risk for Unilever. link: http://tiny.cc/sentiment-analysis

Gender Inequality Dashboard - R & shiny
- Used OECD data to analyze key figures of gender inequality and showcased the plots with shiny dashboard. link: https://ivdaae.shinyapps.io/Gender_Inequality_Dashboard/

scan or click here

Skills

Data Science   Machine Learning | Database | Data Visualization

Python | pandas | numpy | scikit-Learn | Tensorflow
R | SQL | PostgreSQL | Dataiku DSS | IBM Watson
Tableau | PowerBI | seaborn | shiny | Excel VBA

Web & Analytics
Google Analytics | SEO
Google Data Studio | SEM
Contentsquare

Graphic Design
Adobe Illustrator
Adobe Photoshop
InDesign | Premiere

Language

English: *Fluent* - TOEFL iBT: 102/120
French: *Fluent* - DALF C1
German: *Proficient* - Goethe-Zertifikat B2
Chinese/Mandarin: *Native*

Interests

Fashion, Graphic design, Photography
Surfing, Rowing, Swimming, Yoga